

ORDER

Orders	Order / Rev:	1309470	
	Alt Order #:	08408293	
	Product Desc:	FRIENDS OF SCHUMER	
	Estimate:	WEEK#5 60S	
	Flight Dates:	10/04/16 - 10/10/16	Primary AE: Jim Quinn
	Original Date / Rev:	10/03/16 / 10/03/16	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT

Agency	Name:	Shorr, Johnson, Magnus / POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		100 N. 20th St. Suite 201	Billing Cycle: EOM/EOC
		Philadelphia, PA 19103	Agency Commission: 15%

Advertiser	Name:	Friends of Schumer / POL	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL-US Senate	Advertiser External ID: 107654
	Priority:	P04-GB	Agency External ID: 8543AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	28	\$30,960.00	\$26,316.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	28	\$30,960.00	\$26,316.00	0.00
Totals	28	\$30,960.00	\$26,316.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGRZ	45%	\$30,960.00
Market	100%	\$68,800.00

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	36%	\$24,768.00
WKBW	9%	\$6,192.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	5%	\$3,440.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	5%	\$3,440.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/04/16	10/05/16	Today Show Today Show	CM	Today Show	-TW----	1:00	4	\$800.00	P03-F	0.00	NM	4	\$3,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/03/16	10/09/16	-TW----		4		\$800.00		0.00					
E 2	WGRZ	10/07/16	10/10/16		CM	Today Show	M---F--	1:00	2	\$800.00	P03-F	0.00	NM	2	\$1,600.00

Order / Rev: 1309470
 Alt Order #: 08408293
 Flight Dates: 10/04/16 - 10/10/16

Advertiser: Friends of Schumer / POL
 Product Desc: FRIENDS OF SCHUMER
 Estimate: WEEK#5 60S

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW Today Show TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/07/16 10/13/16 M---F-- 2 \$800.00 0.00															
E 3	WGRZ	10/04/16	10/05/16	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	-TW----	1:00	4	\$1,190.00	P03-F	0.00	NM	4	\$4,760.00
DAYBREAK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -TW---- 4 \$1,190.00 0.00															
E 4	WGRZ	10/04/16	10/06/16	ET 7-730p Entertainment Tonight	CM	7-730p	-TWT---	1:00	3	\$1,170.00	P02-F	0.00	NM	3	\$3,510.00
ENT TONIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -TWT--- 3 \$1,170.00 0.00															
E 5	WGRZ	10/04/16	10/05/16	Insider 730-8p Insider	CM	730-8p	-TW----	1:00	2	\$1,080.00	P02-F	0.00	NM	2	\$2,160.00
THE INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -TW---- 2 \$1,080.00 0.00															
E 6	WGRZ	10/04/16	10/04/16	Tue Prime Other Tue Prime Special	CM	8p-11p (8:00 PM-10:00 PM)	-T-----	1:00	1	\$6,560.00	P02-F	0.00	NM	1	\$6,560.00
THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -T----- 1 \$6,560.00 0.00															
E 8	WGRZ	10/04/16	10/05/16	Tonight Show Tonight Show	CM	1135p-1237a	-TW----	1:00	4	\$750.00	P03-F	0.00	NM	4	\$3,000.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -TW---- 4 \$750.00 0.00															
E 9	WGRZ	10/08/16	10/08/16	Local News @ 9a Sa Daybreak Saturday	CM	Sat Daybreak 9a-1- (9:00 AM-10:00 AM)	-----S-	1:00	1	\$840.00	P03-F	0.00	NM	1	\$840.00
DAYBREAK SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -----S- 1 \$840.00 0.00															
E 10	WGRZ	10/09/16	10/09/16	Today Show Su NBC Today Show (Su)	CM	8a-9a (8:00 AM-9:00 AM)	-----S	1:00	1	\$1,320.00	P02-F	0.00	NM	1	\$1,320.00
SUNDAY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -----S 1 \$1,320.00 0.00															
E 11	WGRZ	10/08/16	10/08/16	Today Show Sa NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$810.00	P02-F	0.00	NM	1	\$810.00
SATURDAY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -----S- 1 \$810.00 0.00															
N 12	WGRZ	10/05/16	10/08/16	LN (M-Su) Late News	CM	11-1135PM-F&SU	--WTFs-	1:00	2	\$1,150.00	P03-F	0.00	NM	2	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 --WTFs- 2 \$1,150.00 0.00															
N 13	WGRZ	10/05/16	10/07/16	Ellen 4-5p Ellen	CM	359P-5P	--WTF--	1:00	1	\$700.00	P03-F	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 --WTF-- 1 \$700.00 0.00															
N 14	WGRZ	10/05/16	10/07/16	Local News @ 430a M-F Local News @ 430a M-F	CM	430-5a	--WTF--	1:00	2	\$100.00	P04-C	0.00	NM	2	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 --WTF-- 2 \$100.00 0.00															
													Totals	28	\$30,960.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WGRZ, Buffalo NY</u>	Date: <u>9/28/16</u>
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I, Shorr Johnson Magnus,

being/on behalf of: Charles Schumer,

a legally qualified candidate of the Democratic

political party for the office of: US Senate

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered			

Attach proposed schedule with charges (if available): \$ 26,316.00 Net

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Schumer

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Toth

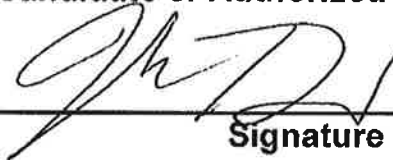
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/28/16

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Schumer

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

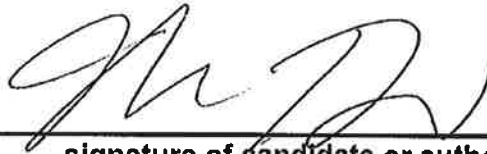
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Michael D'Ettorre

printed name

9/28/16

date